



GREEN LANE MASJID
& COMMUNITY CENTRE

GREEN LANE MASJID COMMUNITY SURVEY 2020

... and consult them in the matter ... (Quran 3:159)

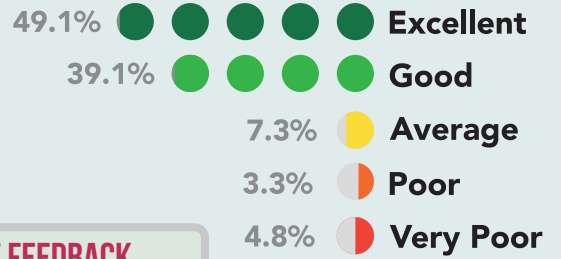
Assalamu alaykum wa rahmatullahi wa baraktuhu,

We recently conducted a survey for GLMCC which over 400 people filled out alhamdulillah. We place great importance on collating feedback from our congregants and community so that we can identify areas for improvement and then put change into action.

Alhamdulillah, overall the masjid scored very highly in all areas with an 80% good or excellent score for all questions. We have presented the results below with clear action plans which each department will focus on based on your feedback. If you have any other suggestions for the masjid, please feel free to email feedback@greenlanemasjid.org which is directly sent to the CEO and trustees.

1

“HOW WOULD YOU RATE DAWAH SERVICES AT GLMCC?”



POSITIVE FEEDBACK

- “I have changed to a better person since going to Green Lane Masjid.”
- “I always come with my children on Fridays and I love how it impacts my children.”
- “Quality of imams and diversity amongst them is amazing, but more importantly you feel you can trust the knowledge that the imams impart on the community.”

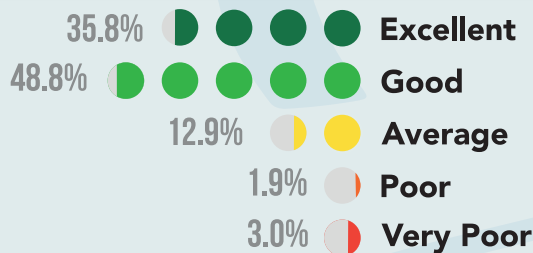
1 - **Connection to the scholars and classical texts** – This has happened historically with the winter conference, regular visiting scholars from abroad and annual seminars. We are now introducing weekly online sessions with the scholars as well as launching structured Fiqh and Aqeedah courses which will be focused on classical texts.

2 - **Khutbah topics need to be more relevant** – We agree. It is important to note however that not all khutbahs can be on contemporary issues. We aim to have a good balance of topics which teach our congregants about Allah, the sunnah, general heart softeners and reminders. One khutbah a month will be dedicated to a contemporary issue. In the past few months we have discussed social media addiction, how to interact online as well as guidance for parents on how to deal with a child’s device addiction.

3 - **Youth dawah** – A plan is being put in place in conjunction with the youth department which will focus on outreach, education and social activities inshaAllaah.

4 - **Utilise more speakers** – A lot of people have suggesting utilising a variety of speakers – this is being implemented with our Jummah khateebas as well as some podcasts we have lined up.

What we learnt



“HOW WOULD YOU RATE EDUCATION SERVICES AT GLMCC?”

2

POSITIVE FEEDBACK

- “I have attend sister classes and they are very informative. And the staff are very approachable and helpful.”
- “I am personally extremely proud of the way you are conducting the classes and posting these on your Youtube channel for worldwide access, Alhamadolillah.”
- “Daughter attends madrassah & progress is excellent.”

1 - **The timings of the courses aren’t ideal for people who work** - Classes are now offered in the evenings and weekends in addition to weekdays. Recordings of most classes are now also sent out to registered students so that they can catch up on missed sessions.

2 - **The courses are not marketed enough, and people don’t hear about them until it has already started** - The website is now updated regularly with information about all the classes on offer, as well as regular posts on social media.

3 - **The madrassah fees are too high and parents struggle** - the Madrasah is highly competitive and the cost per day is just £2.63! We offer payment plans for parents to spread the cost over 10 months.

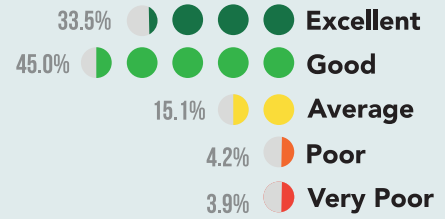
4 - **It’s worth employing quran teachers with ijazah in the qiraat so students can also have the honour of obtaining them** - We have a number of teachers with Ijazah. We offer the Al-Jazariyah course for those interested in attaining an Ijazah.

5 - **The madrassah waiting list is too long, sometimes with a waiting time of over two years** - We have increased the capacity of the Online Madrasah for all years.

What we learnt

3

“HOW WOULD YOU RATE GLMCC YOUTH SERVICES?”



POSITIVE FEEDBACK

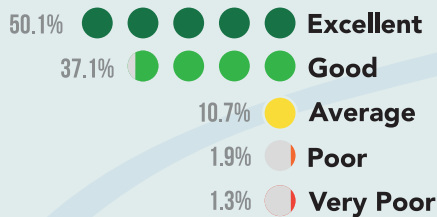
- “Keeps kids engaged in positive environment and nurture them in the way they are expected to be.”
- “You allow youth to learn more about the deen and provide activities which makes them more eager to learn and love the deen.”
- “I am very happy with the youth activities. The masjid offer alot for the community. My sons have attended football, kickboxing and the summer programmes.”

1 - **There are not enough youth services at the masjid especially for teenagers** – We have been working on our youth programme over the last few months and alhamdulillah we have managed to secure £60k worth of funding to cater for various youth activities. This funding will be put towards facilitating various projects and also be employing a dedicated youth lead. We have also redeployed one our imams to become a dedicated youth imam.

2 - **The youth events that are taking place are not marketed enough** – A weekly schedule will be sent out detailing all of our youth events and we will be posting on social media regularly.

3 - **Some of your events are paid which means struggling parents can't send their children** – We would never want any youth to miss out on an event and therefore have a policy in place for most of our events to offer free places to those who genuinely can't afford to pay.

What we learnt



“HOW WOULD YOU RATE GLMCC WELFARE SERVICES?”

4

POSITIVE FEEDBACK

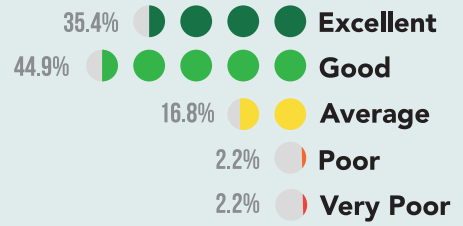
- “Jazak'illahukhairun to all at GLM which arranged my young mujahid's janazah rahima'ullah almost several months ago. I had the privilege of spending some quality time with my beloved son before the janazah. Can't thank you enough for enabling me to have that special private time with my baby.”
- “Support given during covid-19 to community was exceptional.”

What we learnt

1- **There needs to be more counselling** – We have organised a listening service as well as providing 1:1 counselling sessions. This is something we are looking to expand in the next 6 months InshaAllah.

5

“HOW WOULD YOU RATE SISTERS ACTIVITIES AND SERVICES AT GLMCC?”



POSITIVE FEEDBACK

- “Alhumdulillah at GLM sisters have always been catered and accommodated for in all aspects of the dawah and community activities. A role model for other masjids in leading the way masha'Allah Allahumma barik lahum.”

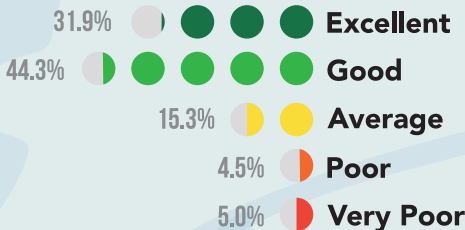
- “Sisters are given a range of great opportunities to expand on their knowledge. We are well accommodated for when in the masjid. Overall excellent.”

1 - **The sisters’ exit is used by brothers especially on jumah** - Barriers are to be used to fully segregate the carpark and sisters’ entrance from the brothers’ side.

2 - **For many years the AC at the masjid has not been fixed** - The operations team have spent a considerable amount of time researching and obtaining quotes for a fit for purpose AC system. Due to the structure of the masjid, installing a system is proving to be very difficult and prohibitively expensive. We will however be arranging portable AC systems during busy periods at the masjid inshaAllah.

3 - **The spaces allocated to the sisters are limited and not ideal. I believe more space for the sisters including those with children is required.** - We will be re-evaluating the areas that sisters are accommodated for prayer to ensure that the areas are easily accessible and child-friendly.

What we learnt



“HOW WOULD YOU RATE GLMCC PRESS ENGAGEMENT?”

6

POSITIVE FEEDBACK

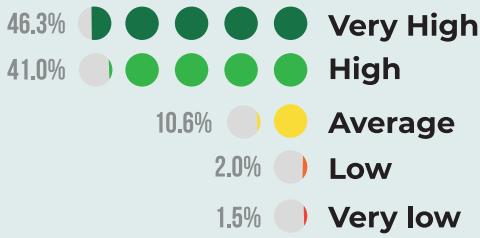
- “Much better coverage than before on different issues. And having imams or representatives on tv that speak good English is so important.”

- “It's good to the muslims in the media for the right reasons.”

1 - **Why does the masjid even need to be on the media? Also, you appear far too often** - As a Masjid we are contacted by various media outlets who want the opinion of Muslims on various issues or want to understand how Muslims are reacting to a particular situation. As a leading masjid in the UK we try our best to ensure that we showcase Islam in the best possible light. Every time Muslims are showcased in the media it goes out to tens of thousands of people - sometimes hundreds of thousands. Given the bad image of the Muslims in the media it is imperative that our stories are told and showcased positively.

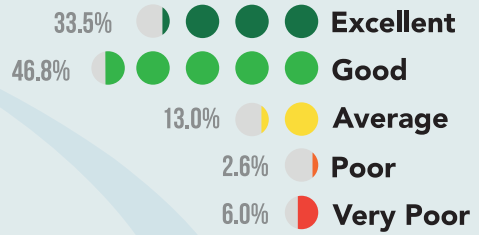
2 - **When the masjid is on the media they need to give some dawah** - In our briefing meetings before we go on media a clear list of points are constructed which we want to raise; one of them is always a dawah point even if it is one ayah or hadith.

What we learnt



“HOW IMPORTANT DO YOU BELIEVE FUNDRAISING IS TO THE RUNNING OF A MASJID?” **7**

8 “HOW WOULD YOU RATE THE GLMCC FUNDRAISING?”



POSITIVE FEEDBACK

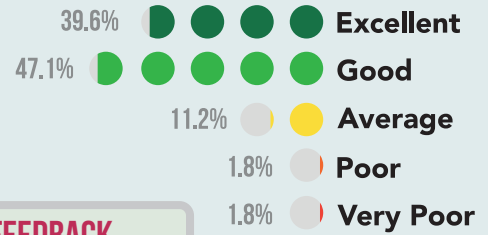
- “The use of card reader is very helpful.”
- “Donating is made very easy with multitude of methods, along with a passive approach.”

What we learnt

- 1 - The fundraising messages are too frequent and persistent** - As a masjid we spend all the money that comes in back on community services. As the needs of our community grow, we need to be in a position to provide more, meaning that our fundraising needs to increase. We have taken a look at our fundraising messages and outside of Ramadan and other urgent appeals we are only sending a maximum of one message a week, and in some months once every two weeks. We are also looking into other ways our messaging can be improved, such as shorter but more impactful messages.
- 2 - There needs to be more transparency when it comes to where the funds are being spent** - Our annual report and accounts are published every year which are audited by external auditors and provide an overview of our work. We organise an annual community open day. We will also be releasing a simple video or infographic showing a breakdown of how our funds are spent for those who find the accounts report too complex.
- 3 - There needs to be more of a strategy around fundraising, we can't keep on relying on bucket collections** – the masjid's strategy around fundraising has two steps: the first step is to cover at least 60% of the masjid's operating costs through direct debits. We are on track to achieve this within 24 months InshaAllah. The second and more ambitious step is to achieve a waqf portfolio which will cover 50% of the operating costs within 6 years InshaAllah. We are also obtaining grants from various organisations to help us deliver our projects.

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“HOW WOULD YOU RATE THE TFGLM FUNDRAISING?”

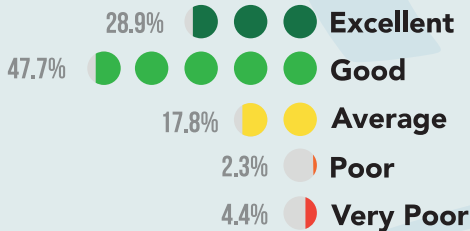


POSITIVE FEEDBACK

- “Regular communication and updates on social media.”
- “Their approach is simple but effective. We donate, they show us the journey of the donation.”

What we learnt

1 - **The 27th night fundraising is too long sometimes up to 45mins** - this is something we are actively looking at and InshaAllah for next Ramadan, the aim is to allocate only 10 minutes with a 5 minute buffer. On the 27th night we do raise over £350,000 for some of the most needy people across the world. We therefore don't want to cut this out completely but do understand the need to drastically reduce the time spent on fundraising.



“HOW WOULD YOU RATE THE FREQUENCY OF THE MARKETING MESSAGES?”

10

POSITIVE FEEDBACK

- “Always updating on new courses, talks, activities etc.”
- “Whatsapp keeps me updated all the time alongside facebook.”

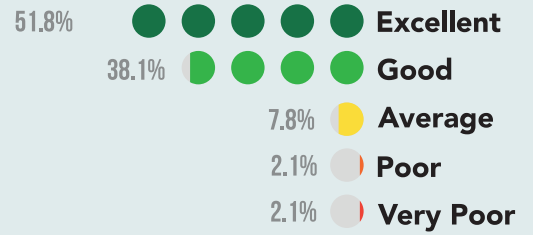
What we learnt

1 - **There are too many messages being sent out** - we are now consolidating all of our events onto two posters which will be sent out on a weekly basis, this will InshaAllah reduce the number of messages being sent.

2 - **Some events are not advertised enough** - we are now ensuring that all departments and events have an equal marketing presence InshaAllah. This will be implemented through the use of our new scheduling process.

11

“HOW WOULD YOU RATE THE CELEBRATE EID EVENT?”

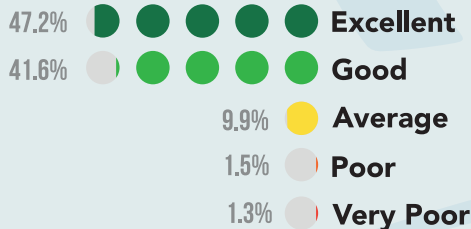


POSITIVE FEEDBACK

- “The best I could say I come from other part of Europe and I could not believe how happy it made me and my children feel.”
- “Aswell as celebrating eid it is showcasing Islam and Muslims to the wider community. Great community atmosphere.”

What we learnt

1 - **Needs to start at the advertised time** – Alhamdulillah over the past few Eids we have managed to start within 10 minutes of the stated time with some Eids being within 5 minutes.



“HOW WOULD YOU RATE THE CLEANLINESS OF THE MASJID?”

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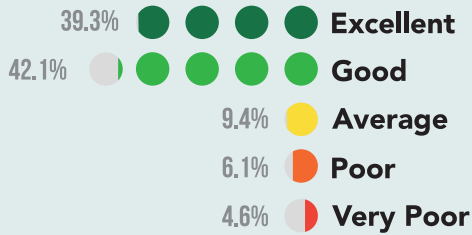
POSITIVE FEEDBACK

- “Always very clean and well equipped.”
- “One of the cleanest Masjid I have ever visited.”

What we learnt

1 - **Toilets need regular maintenance due to broken parts, blocked toilets etc** - our operations team regularly inspect the toilets and will ensure that any repairs are carried out promptly.

2 - **The carpet in the sisters area smells due to people eating food** – we have enforced a no eating rule in the main prayer halls and we will continue to wash the carpets regularly.



“HOW WOULD YOU RATE OVERALL MANAGEMENT?”

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POSITIVE FEEDBACK

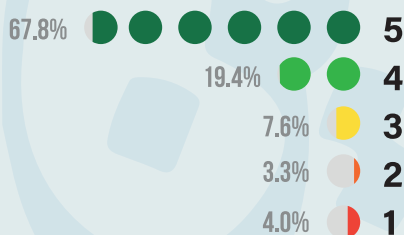
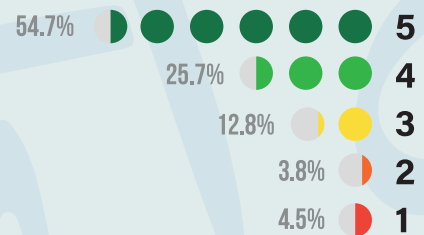
- “It’s effective and the progress is evident.”
- “There is actual management which is nice to see with brothers who can actually speak English and are educated.”

What we learnt

1 - **The management need to be accessible to the congregation** – we have now set up a time where the management will be available in person to speak to any of the congregation members. This will occur for a few hours after Jumah on the last Friday of each month. The management are also available during the day Mondays to Fridays should anyone wish to speak to them. There is a dedicated email account set up for feedback: feedback@greenlanemasjid.org - all emails sent to this account go directly to the CEO and the trustees.

14

“HOW MUCH DO YOU TRUST GLM (ON A SCALE OF 1 TO 5 WITH 5 BEING THE HIGHEST LEVEL OF TRUST)?”



“HOW LIKELY IS IT THAT YOU WOULD RECOMMEND GLMCC TO PEOPLE WHO HAVE NEVER VISITED BEFORE (WITH 5 BEING VERY LIKELY)?”

15

Thank you